WORKSHEET: IMPROVING LANDING PAGE COPY

Let's look at a landing page and use what we've learned to evaluate and suggest changes that could improve its results.

OpenShot is a free, open-source video editing app. Its homepage serves as a landing page, providing copy about what it is, its features, and... not much more.

The primary goal of this page is to get visitors to download the app, yet there is only 1 call to action. Much of the copy focuses on what the app offers and how easy it is.

Let's consider some ways to improve this landing page, starting with the **Headline**, which appears over the image of an editing timeline.

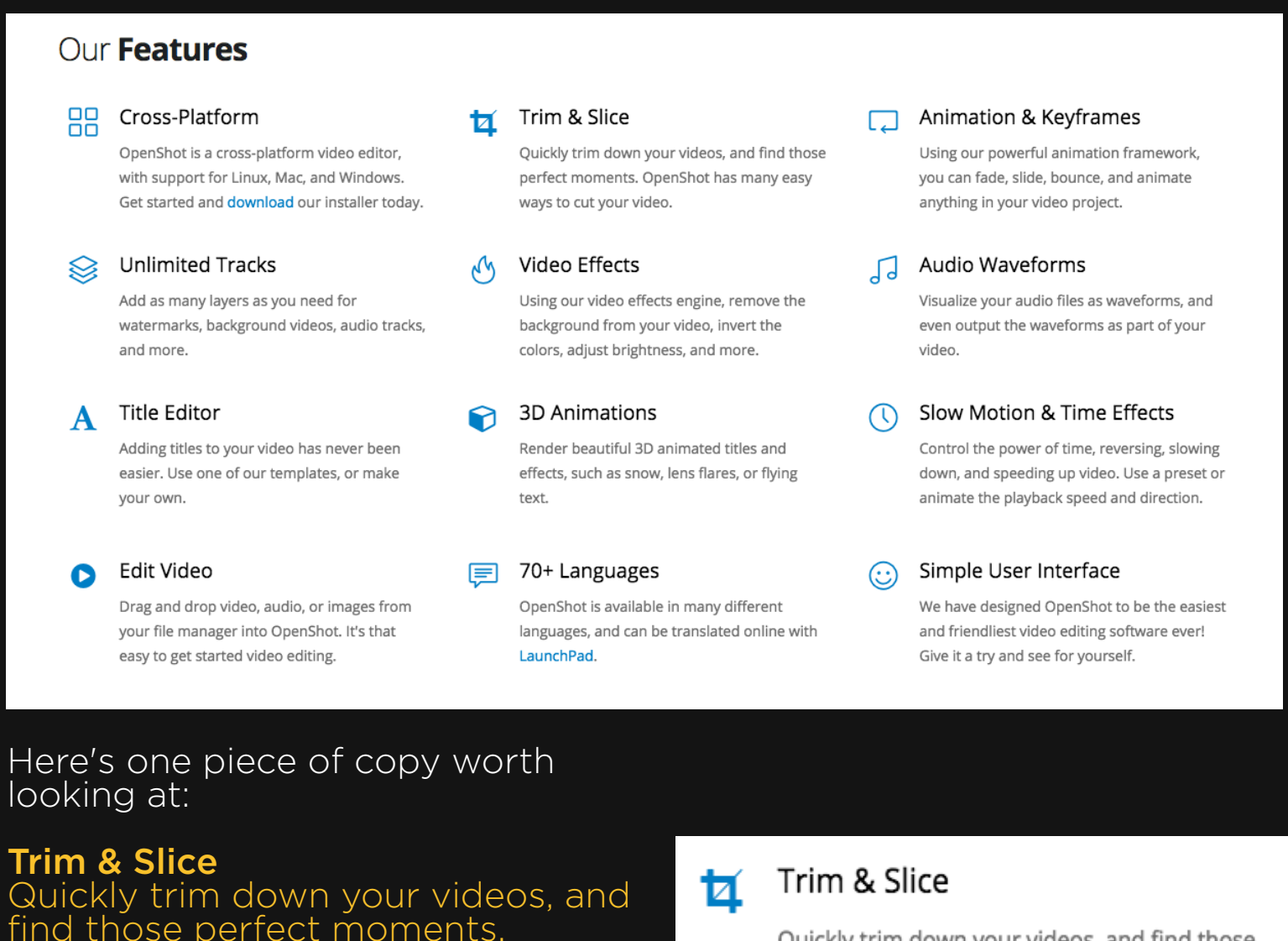
Are there any problems you see with this headline-subhead-image combination? What might you change?

The top of this page features a rotating header with 2 different headlines and images.

The first headline is very simple - CREATE STUNNING VIDEOS - which isn't a bad thing. One suggestion: if you're going to use the adjective "stunning" in your headline, show a stunning visual. An editing timeline is one of the more boring parts of video editing - perhaps show a finished video or screenshot of one instead.

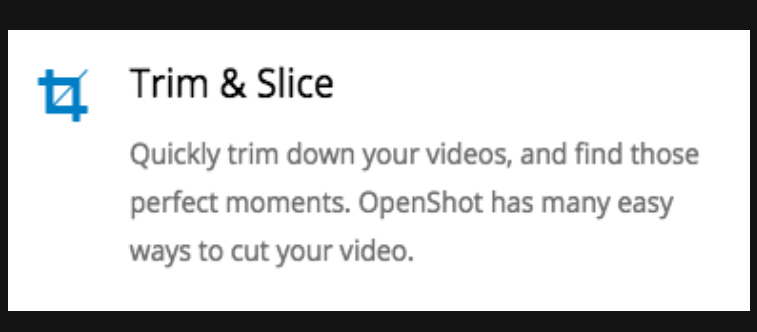
But there are two benefits of this product that are emphasized throughout the page: **it's free, and it's easy to use**. Ironically, the best headline solution might be the second header that appears in the rotation with the headline "SIMPLE & FREE". One strategy would be to simply show this one and do away with the unnecessary rotation of headers.

Further down the page is a section with 12 features listed. What are your thoughts on this section? Is it too long? Does it do a good job of explaining the benefits of each feature? Do these features help explain why the app is so easy to use?



Here's one piece of copy worth looking at:

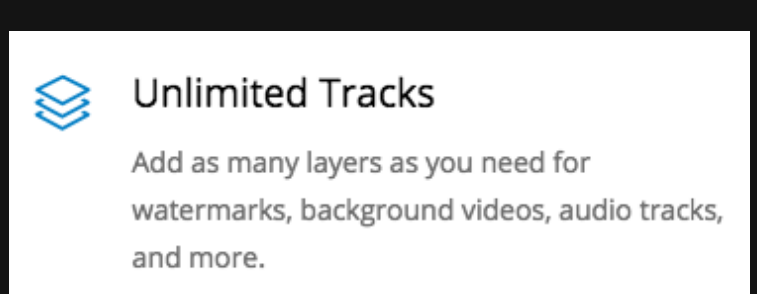
Trim & Slice
Quickly trim down your videos, and find those perfect moments. OpenShot has many easy ways to cut your video.



The description uses the terms "quickly" and "easy" which helps explain the benefits of this feature.

Now look at this copy:

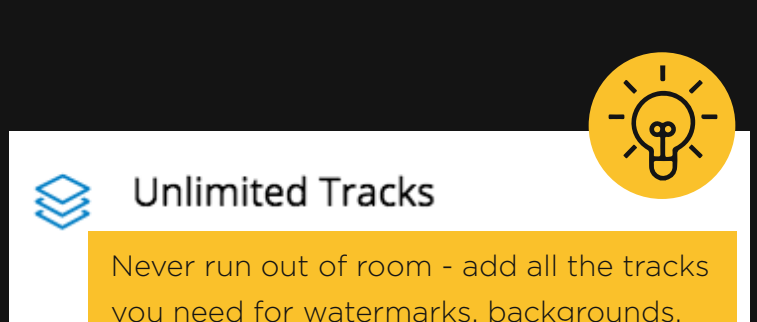
Unlimited Tracks
Add as many layers as you need for watermarks, background videos, audio tracks, and more



The description defines "unlimited" - "add as many layers as you need..." but it doesn't really explain why this feature is a benefit. How might you rewrite this description to emphasize the benefit of unlimited tracks?

One possibility is:

Unlimited Tracks
Never run out of room - add all the tracks you need for watermarks, backgrounds, audio, and more



The remainder of this landing page features a list of recent blog posts and details about the open-source nature and license of the app.

What other sections could be added to this landing page to improve the chances of reaching the primary goal: generating app downloads?

1. Testimonials
2. Competitor comparisons
3. User Reviews
4. Industry Reviews
5. FAQs
6. Any or all of the above?

Finally, the goal of this landing page is to generate app downloads, but there is only 1 CTA near the top of the page. Is that CTA enough? Is it effective as it is right now - if now, would you change it? Would you add more CTAs - if so, where? Would they say the same thing - "Download v2.4.1" - or would you change the text label of the CTA to emphasize a different benefit or action?